



# Commercial Marketing, Gaining Acceptance for Green Power

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A wide-angle photograph of a wind farm in a flat, arid landscape under a clear blue sky. Several white wind turbines are visible, receding into the distance. The word "Outline" is written in a large, white, sans-serif font, centered over the middle of the image.

# Outline

- VQ Background
- End-customer examples
- Multi-tiered sales approach
- Creating the business case
- Closing the deal
- Implementation and Launch
- Leverage for more

A photograph of a wind farm with several white wind turbines on a flat, brownish landscape under a blue sky with light clouds. The text 'VQ Background' is overlaid in white.

# VQ Background

- Builds, owns and operates wind power plants
- Independent Subsidiary of TransAlta, Canada's largest unregulated independent power provider
- Major Activities
  - Exploration & Development
  - Production & Operation
  - Product Marketing
- Major Products
  - Green Energy®
  - Green Energy® Tags

A photograph of a wind farm with several white wind turbines on a flat, brown landscape under a blue sky with light clouds. The text 'End Use Customer Examples' is overlaid in white.

# End Use Customer Examples

- Province of Alberta purchase
  - 90% Green Power for it's operations
  - 210,000 MWh for at least 10 years
- *Ride the Wind!*<sup>TM</sup>
  - City of Calgary Transit System – 100% wind
  - 26,000 MWh for at least 10 years

# Multi-tiered sales approach

- Bottom Up
  - Build Operational level relationships
  - Help them create the business case
  - Show how success will benefit them
- Top Down
  - Initial contact
  - Support from Senior Management
- Stakeholder Support
  - Determine influential stakeholders
  - Political lobbying may be crucial



A photograph of a wind farm with several white wind turbines on a brown, flat landscape under a blue sky with light clouds. The title text is overlaid on the top half of the image.

# Creating the Business Case

- Green
  - Value of achieving environmental objectives
  - Value of positive public relations
- Power
  - Regular electricity costs
  - Budget stability
  - Long-term PPA's available

A photograph of a wind farm with several white wind turbines in a flat, brown field under a blue sky with light clouds. The text 'Closing the deal' is overlaid in white.

# Closing the deal

- Create a deadline
- Develop uncertainty around price stability
- Gather momentum for moving forward
- Remove risks
- Determine the barriers
  - Deal with objections
  - Seek out alternative routes

# Implementation & Launch

- Determine unique public relations value
- Paid advertising works too
- Provide value for the customers purchase

**March 19, 2003: Alberta leads country in purchase of green power**

**September, 2001: Calgary Launches North America's first wind powered transit system**





A photograph of a wind farm with several white wind turbines on a flat, brown landscape under a blue sky with light clouds. The text 'Leverage for More' is overlaid in white.

# Leverage for More

- Be ready to respond
- Present to competitors and like organizations
- Develop unique value

# Questions

**Power for generations to come.**  
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